

GLOBAL ALCOHOL POLICY AND THE REDUCTION OF ATTRIBUTABLE HARM

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Alcohol is a major factor of risk for global burden of mortality and disease. The World Health Organization has thus initiated a global strategy to reduce the harmful use of alcohol and has also laid out "best buys" for alcohol policy; i.e., measure which have a wide reach, and which are cost-effective, comparatively cheap and easy to implement.

However, the three "best buys" to reduce alcohol-attributable burden (availability reduction; price increases via taxation; ban of marketing and advertisement), have had relatively weak uptake over the past years, as most governments shy away from measures they perceive as not being popular with their electorate.

This presentation will analyse the situation based on new empirical results from a WHO study on alcohol consumption and burden from over 50 countries over 25 years, and discuss:

- why adult alcohol per capita consumption may not be the best surrogate measure for harm;
- which alternative surrogate measures and indicators exist;
- what policy alternatives exist and which is their evidence base; and
- what should be the way forward.